



Recreation Commission Agenda and Report

General Order of Business

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|---|---|
| 1. Call to Order and Salute to Flag | 7. Action Items |
| 2. Roll Call | 8. Written Communications |
| 3. Consent Calendar | 9. Commission Referrals |
| 4. Approval of Minutes | 10. Commission and Staff Communications |
| 5. Oral Communications | 11. Adjournment |
| 6. Staff Presentations/Ceremonial Items | |

Order of Discussion

Generally, the order of discussion after introduction of an item by the Chair will include comments and information by staff followed by Recreation Commission questions or inquiries. The applicant, or their authorized representative, or interested citizens may then speak on the item. At the close of public discussion, the item will be considered by the Recreation Commission and action taken.

Consent Calendar

Items on the Consent Calendar (printed on separate sheet) are considered to be routine by the Recreation Commission and will be enacted by one motion. There will be no separate discussion of these items unless a Commissioner or citizen so requests, in which event the item will be removed from the Consent Calendar and considered in its normal sequence on the agenda.

Addressing the Recreation Commission

Any person may speak on any item under discussion by the Recreation Commission after receiving recognition by the Chair. Speaker cards will be available at the speaker's podium prior to and during the meeting. To address the Commission, a card must be submitted to the Clerk indicating name, address and the number of the item upon which a person wishes to speak. Speakers are required to line up to conserve time between speakers. When addressing the Recreation Commission, please walk to the rostrum located directly in front of the Commission. State your name and address. In order to ensure all persons have the opportunity to speak, a time limit may be set by the Chair for each speaker. In the interest of time, please limit your comments to new material; do not repeat what a prior speaker has said.

Oral Communications

Any person desiring to speak on a matter which is not scheduled on this agenda may do so under the Oral Communications section. Please be aware provisions of California Government Code Section 54954.2(b) prohibit the Recreation Commission from taking any immediate action on an item which does not appear on the agenda, unless it meets stringent requirements. The Chair may limit the length of your presentation.

Agenda and Report	•	Fremont Recreation Commission Meeting	•	June 3, 2015
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See Table of Contents for Meeting Location

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Assistance

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 2 working days in advance of the meeting by contacting the Parks & Recreation Department at (510) 494-4347.

Information

For Information on current agenda items please contact the Parks and Recreation Department at (510) 494-4347.

Copies of the Agenda and Report are available at the Parks and Recreation Department administrative office at 3300 Capitol Avenue, Building B and are available at each Commission meeting. In addition, complete agenda packets will be available for review at the Commission meeting or at the Parks and Recreation Department office three days prior to Commission meetings.

Information about the City or items scheduled on the Agenda and Report may be referred to:

**Tracey Leung, Executive Assistant
Community Services Department
3300 Capitol Avenue, Building B
Fremont, California 94538**

Telephone: (510) 494-4347

Your interest in the conduct of your City's business is appreciated.

Recreation Commission

Lila Bringhurst
Jeff Couthren
John Dutra
Brian Hughes
Frank Pirrone
Pavan Vedere
Laura Winter

Department Staff

Annabell Holland, Community Services Director
Kathy Cote, Environmental Services Manager
Kim Beranek, Recreation Superintendent II
Esther deLory, Management Analyst II
Matt Herzstein, Water Park Operations Manager
Irene Jordahl, Recreation Superintendent I
Kyle Kramer, Parks Superintendent
Monica Mathiesen, Urban Landscape Manager
Fairin Perez, Urban Landscape Manager
Ken Pianin, Solid Waste Administrator
Roger Ravenstad, Senior Landscape Architect
Laurie Rogers, Recreation Superintendent II
Lance Scheetz, Sales and Revenue Manager
Damon Sparacino, Recreation Superintendent I

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FREMONT RECREATION COMMISSION
REGULAR MEETING
CITY COUNCIL CHAMBERS
3300 CAPITOL AVENUE, BUILDING “A”
FREMONT, CALIFORNIA 94538
JUNE 3, 2015, 7:00 P.M.**

- 1. CALL TO ORDER AND SALUTE TO THE FLAG**
- 2. ROLL CALL**
- 3. CONSENT CALENDAR**
- 4. APPROVAL OF MINUTES – May 6, 2015**
- 5. ORAL COMMUNICATIONS**
- 6. STAFF PRESENTATIONS/CEREMONIAL ITEMS**

OVERVIEW OF PARK CATEGORIES AND STANDARDS

Staff will provide an overview of Park Category Standards and Guidelines established in the 1995 Park and Recreation Master Plan. Discussion will also include categories that have been added in recent years. The Park and Recreation Master Plan provides a guide to acquisition and development of all City parks in Fremont.

7. ACTION ITEMS

**7.1 AMENDMENT TO RECREATION SERVICES DIVISION SERVICE FEES
Amendment to the City of Fremont Master Fee Schedule Resolution to
Update Certain Recreation Services Division Facility Use and Service Fees**

Contact Persons:

Name:	Kim Beranek	Annabell Holland
Title:	Deputy Director	Director
Div/Dept:	Community Services Department	Community Services Department
Phone:	510-494-4330	510-494-4329
E-Mail:	kberanek@fremont.gov	aholland@fremont.gov

- 8. WRITTEN COMMUNICATIONS**
- 9. COMMISSION REFERRALS**
- 10. COMMISSION AND STAFF COMMUNICATIONS**
- 11. ADJOURNMENT**

**AGENDA
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Title:	Deputy Director	Director
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Phone:	510-494-4330	510-494-4329
E-Mail:	kberanek@fremont.gov	aholland@fremont.gov

Executive Summary: This item is before the Recreation Commission to consider amending the City of Fremont Master Fee Resolution to establish rental fees for newly constructed, renovated, or reclassified picnic areas; and establish new categories and pricing for synthetic turf fields.

BACKGROUND: On April 5, 2011, City Council adopted Resolution 2011-17 updating Master Fee Resolution 8672 which established user fees for the Recreation Services Division services and activities. Staff is recommending amendments to the Master Fee Resolution in the following areas: establish rental fees for newly constructed, renovated, or reclassified picnic areas; and establish new categories and pricing for synthetic turf fields.

DISCUSSION: Pursuant to Government Code 50402, the City is authorized to establish fees for use of park facilities and services so long as the fees do not exceed the cost of providing such services. The Recreation Services Division strives for cost recovery in its programs balanced with offering reasonable rates that are in line with other local institutions.

In December 1999, following the first complete review of existing use fees for Recreation Services Division facility use and services in 13 years, staff recognized the need to review fees more frequently and recommend incremental fee adjustments in order to maintain market viability. Recreation Services Division staff has since reviewed fees each year beginning in 2001. As a result of each review, staff has recommended updating fees where market and other economic conditions support such actions, as well as recommending new fee categories as new facilities come on line.

In 2015, staff completed a comprehensive review of current facility use and recreation service fees and determined a majority of the fees are in alignment with market conditions with the exception of certain picnic area fees and synthetic turf fees. A discussion of the recommended fee updates follows.

New Picnic Areas:

Central Park Always Dream and Triangle: In 2010, The Always Dream Play Park in Central Park was created to provide a play area for children of varying abilities to develop mentally and physically through diverse play experiences. The Always Dream Play Park enhanced the visitor experience by providing a more interactive family play area in Central Park East. As part of the agreement with the Always Dream Foundation, the City designed and constructed a fully accessible picnic area adjacent to the playground, and is beginning construction on a fully updated and accessible restroom facility.

In 2015 both the Always Dream Picnic Areas 1 & 2 and the Triangle Picnic Areas 1 & 2 were designed and constructed as reservable small picnic sites in Central Park East. These sites will help meet the demand for reservable picnic sites near the Always Dream Play Park and the future Central Park Synthetic Turf Fields 9 & 10, which are slated to begin construction later this year. The proposed fees for these new sites are based on the number of tables at each location and equivalent to the small picnic area fees outlined in the current Master Fee Schedule. As an example:

	<u>Always Dream 1 (6)</u>	<u>Always Dream 2 (8)</u>	<u>Triangle 1 & 2 (5)</u>
Resident Non-Profit	\$75/day	\$100/day	\$62/day
Non-Resident Non-Profit	\$90/day	\$120/day	\$80/day
Resident	\$150/day	\$200/day	\$125/day
Non-Resident	\$165/day	\$220/day	\$140/day

Renovated/Reclassified Picnic Areas:

Central Park Group Picnic Area C: In 2014, Central Park Group Picnic Area C, located adjacent to Lake Elizabeth, was renovated and designed to rent as one large area with 28 tables or have the option of dividing it into two separate areas with 14 tables each. This area features a central paver patio, rock seating wall, decorative fencing, four prep tables and two large barbecue grills.

Based on the additional tables, updated amenities, and two group booking capabilities, staff recommends updating Group Picnic Area C to be reservable as C(1) and C(2), and fees be aligned with Group Picnic Area A. Staff recommendations are based on the existing fee structure and comparable amenities of Central Park Group Picnic Area A. The administrative costs associated with reserving and prepping two separate picnic areas is increased, therefore the proposed rental fees for C1 and C2 are slightly higher than half the rental fee for Area C. As an example:

	<u>Old Area C (10 Tables)</u>	<u>Area A (25 Tables)</u>	<u>New Area C (28 Tables)</u>	<u>Area C1 or C2 (14 Tables)</u>
Non-profit*	\$125/day	\$340/day	\$380/day	\$200/day
Resident	\$310/day	\$660/day	\$740/day	\$400/day
Non-resident	\$440/day	\$930/day	\$1040/day	\$550/day

**Per approved Fee Schedule rate not available on Saturdays (April–Oct & Holidays)*

Central Park Group Picnic Area D:

Area D is located on the peninsula of Lake Elizabeth between Babbling Brook and Group Picnic Area A. This picnic area is classified as a Large Group Picnic Area and has a large barbecue grill, a large preparation table, and accommodates up to 125 people.

With the addition of the new sites in Central Park East, staff evaluated picnic area usage for the last four years to determine if there was an opportunity to expand drop-in sites through the conversion of an existing picnic area. In 2013 the booking percentage for small picnic sites was 84% (90% on Saturdays and 76% on Sundays) and 63% (75% on Saturdays and 51% on Sundays) for large group picnic sites.

This data indicates a need for additional small/medium picnic areas on Saturdays and shows that the large picnic areas have some availability on Sundays. In order to maximize the number of small and medium reservable picnic areas, staff recommends reclassifying Central Park Group Picnic Area D from a reservable large picnic area to two smaller areas, D1 and D2. Area D has the lowest Saturday booking at 69% with a Sunday booking of just 35%.

Area D currently has 10 Tables. The proposed fees for the D1 and D2 conversion are based on the number of tables at each location and equivalent to the small picnic area fees outlined in the current Master Fee Schedule. As an example:

	<u>D1 (6)</u>	<u>D2 (4)</u>
Resident Non-Profit	\$75/day	\$50/day
Non-Resident Non-Profit	\$90/day	\$60/day
Resident	\$150/day	\$100/day
Non-Resident	\$165/day	\$110/day

The Recreation Commission has expressed an interest in expanding the number of drop-in picnic tables within Central Park. With the addition of the Always Dream and Triangle Picnic Areas, as well as the proposed splitting of Area C, staff is proposing two options for Area D.

Staff recommends the Recreation Commission consider the following two options for Area D:

- a) D1 is reservable 7 days/week and D2 is reservable on Saturdays and is a drop-in site Sunday - Friday.
- b) D1 is reservable 7 days/week and D2 is a drop-in only site.

Los Cerritos Community Park Sheltered Picnic Areas: In 2014, two of the three reservable picnic areas at Los Cerritos Community Park were renovated with solid shade structures that provide shelter for the picnic tables. The first area is located adjacent to the basketball courts and ball fields and includes four tables, a large barbecue, and preparation table. The second area is located near the playground and includes two tables and one barbecue. Currently, no other picnic areas in the City offer sheltered picnic areas.

Staff recommends that a new category of Sheltered Picnic Areas be added as a line item in the Small Picnic Areas section of the Master Fee Schedule with a corresponding fee of:

	<u>Current Non-Sheltered</u>		<u>Sheltered</u>	
	<u>2 Tables</u>	<u>Additional Tables</u>	<u>2 Tables</u>	<u>Additional Tables</u>
Non-Profit (Res)	\$25/day	\$12/day	\$40/day	\$20/day
Non-Profit (Non Res)	\$30/day	\$20/day	\$45/day	\$30/day
Resident	\$50/day	\$25/day	\$80/day	\$40/day
Non-Resident	\$55/day	\$30/day	\$85/day	\$45/day

Synthetic Turf Fields: Over the last seven years, three community parks (Irvington, Centerville, and Nordvik) have been updated from grass to synthetic turf fields. The conversion of these fields allowed for a four-fold increase in usability, an anticipated 75% decrease in maintenance costs, and year-round play that is not reliant on weather conditions. These fields are in high demand and rent close to capacity by local youth and non-profit groups. Nordvik was just recently completed and is anticipated to also rent at capacity.

The City of Fremont has always placed a priority on keeping rates affordable for non-profit youth sports organizations. In 2007, the City Council approved the establishment of an Advanced Block Rate for artificial turf fields. This fee is available to Fremont resident non-profit youth sports organizations and member teams. The discount reduced the non-profit rate (with or without lights) by 25% with a 10 hour purchase. The majority of youth leagues take advantage of this program.

The synthetic turf rental fees were last evaluated in 2008. With the recent addition of the Nordvik field, staff conducted a synthetic turf field market analysis. Of the six municipal agencies surveyed, resident synthetic field rental hourly rates (not including lights) range from a low of \$35 (Hayward) to a high of \$125 (San Jose). Additionally, the survey reflects that resident hourly light fees ranges from a low of \$15 (Hayward) to a high of \$40 (San Jose). Light fees varied from agency to agency and were based on set hourly rates or user group type. The cities of San Jose (\$40), Livermore (\$30) and Hayward (\$15) use the set hourly light fee rate system. Livermore recently conducted a full lighting analysis and came up with their \$30 hourly rate that covers electrical costs, bulb replacement, pole maintenance, and staff/contractor time.

Staff recommends that the synthetic turf field rental fees be increased by \$5 per hour (\$4 Youth Block Rate) for Irvington and Sigman, and a new synthetic turf field rental rate be established for Nordvik Half and Nordvik Full. Nordvik is double the size of Irvington and Sigman, so the proposed pricing structure is based on 1.5 times that of Irvington and Sigman, which builds in a discount for the full field rental. Nordvik Half is proposed at the same rate as Irvington and Sigman.

Staff conducted a lighting analysis and is recommending that the synthetic turf field lighting fee for non-profit groups be increased by \$5. In addition, based on the 25% Youth Block Rate discount off the non-profit rate, this user group fee would increase \$4, for a total increase of \$8 per hour with lights. Youth groups will be allowed to pre-purchase at the old Block Rate for 60 days after City Council adoption. Proposed fees are outlined in Exhibit A – 2015 Synthetic Turf Market Analysis.

	Current/Hour Field/Lights/Total	Proposed/Hour Field/Lights/Total
Irvington/Sigman/Nordvik Half		
Youth Block (25% Discount)	\$15/\$15/\$30	\$19/\$19/\$38
Non-Profit	\$20/\$20/\$40	\$25/\$25/\$50
Resident	\$40/\$40/\$80	\$45/\$40/\$85
Non-Resident	\$80/\$60/\$140	\$85/\$60/\$145
Nordvik Full		
Youth Block (25% Discount)	New Field	\$28/\$19/\$47
Non-Profit		\$38/\$25/\$63
Resident		\$68/\$40/\$108
Non-Resident		\$128/\$60/\$188

Research Process and Market Analysis: Staff research and methodology has been directed at meeting three critical interests while ensuring fees do not exceed the reasonable cost to provide the services. The first interest is to ensure that fees are consistent with the external local market for similar services and consistent with internal pricing for like facilities. A second interest is to ensure that customer demand for service is met without creating additional impact on City resources. The third interest is ensuring that pricing is consistent with the City's enterprise approach to doing business. These three interests were addressed as follows in the 2015 fee review:

1) Market consistency: In achieving internal and external market consistency, staff ensures that updated and new fees maintain a comparable position in the external market for similar facilities and services and are internally consistent with fees for similar City facilities/services. In order to determine external market consistency, picnic area rental fees and synthetic turf field fees information was gathered from various regional school districts, cities, and other public agencies.

2) Impact on City resources: The proposed fees have no impacts on existing City resources with the exception of some additional hourly staffing costs associated with the new picnic areas and additional sport field monitors. These increased costs are included in the revised fees.

3) Business model/cost recovery: A third interest was ensuring that recommended fees were consistent with the City's enterprise-based approach to doing business by recovering, but not exceeding, the actual costs for providing service. Recommended fees for the picnic areas and synthetic turf rentals are aimed at meeting this interest by adjusting them to remain within the current market rate while taking into account cost recovery, affordability, and room to grow incrementally in subsequent years.

Summary: In 2015, staff completed a comprehensive review of current facility use and recreation service fees and determined a majority of the fees are in alignment with market conditions with the exception of certain picnic area fees (including sheltered picnic areas) and synthetic turf fees. Staff recommends updating the picnic area and lighting fees in order to maintain market viability and recover costs.

Revised picnic area fees would be effective immediately after Council adoption. Revised synthetic turf rental and lighting fees would be effective 60 days following Council adoption.

ENCLOSURES:

- Exhibit A – Synthetic Turf Market Analysis (2015)
- Exhibit B – Proposed updated Master Fee Schedule (2015)

RECOMMENDATION:

1. That Recreation Commission recommends that the City Council reclassify Central Park Group Picnic Area D to two smaller picnic areas, D1 and D2.
2. Staff also recommends the Recreation Commission recommend to the City Council one of

the following two options for Picnic Area D:

- a. D1 is reservable 7 days/week and D2 is reservable on Saturdays and is a drop-in site Sunday - Friday.
 - b. D1 is reservable 7 days/week and D2 is a drop-in only site.
3. That Recreation Commission recommends that the City Council amend the Master Fee Resolution to reflect the changes in the 'Proposed updated Master Fee Schedule – Exhibit B.

8. WRITTEN COMMUNICATIONS

9. COMMISSION REFERRALS

10. COMMISSION AND STAFF COMMUNICATIONS

11. ADJOURNMENT